

SUMMARIZED MINUTES
WESTWORLD SUBCOMMITTEE
PUBLIC MEETING
Thursday, June 21, 2007



Monterra at WestWorld
16601 North Pima Road
Scottsdale, AZ 85260

Call to order at 8:10 a.m.

Roll Call

Members Present: Subcommittee Chair Drake
Council Member Littlefield

Member Absent: Council Member Nelssen

1. Approve minutes from March 8, 2007

Motion was made by Council Member Littlefield and seconded by Council Member Drake with no objections.

2. WestWorld Activity Update

Roger Klingler began by recognizing EJ Jones, who received a City Manager's Award for his achievements as the WestWorld Event Coordinator during the past year. Mr. Klingler also recognized Brent Bailey and his Operations Staff and the Administration Office staff for their hard work during the year.

A few of the events which broke attendance records from past years include: The Scottsdale Arabian Horse Show, The Saguaro Classic, Parada del Sol Rodeo, Region VII Arabian Horse Show, Barrett Jackson Auction and Bike Week. Pet Fest, a new event for WestWorld far exceeded their first-year projections for attendance.

Mr. Klingler listed year-end statistics for WestWorld: Total number of events was 135; 88 equestrian and 47 non-equestrian events. There were 298 equestrian use days and 211 non-equestrian. Event attendance was approximately 597,200, the staff worked 59,554 hours during the past year and 13,488 horses were stabled at WestWorld.

Mr. Klingler thanked everyone who participated in the Master Plan update meetings. He stated, the City Council approved all of the capital improvement projects (CIP) recommended by the WestWorld Subcommittee.

There are a few horse shows scheduled during the summer, which gives WestWorld staff time to plan for next year and perform needed maintenance at the facility.

Council Chair Drake asked Mr. Klingler if the City was any closer in hiring a General Manager. Mr. Klingler stated that he was very optimistic about having a new G.M. prior to the new event season.

3. CIP Update – Dan Worth

Prior to Mr. Worth's presentation, Council Chair asked that during the upcoming design process, Users be informed and included as part of the design team. Mr. Worth assured Council Chair Drake, the Users would be invited to be a part of the process.

Mr. Worth explained that WestWorld was approved for nine (9) CIPs that include: Seven (7) new permanent barns to be located north of Arenas 3 & 4; New telecom infrastructure and replacing the A-frame with a new telecom building; Three (3) new show offices at the Equidome, Wendell and Arena 5; and a new restroom complex south of the Equidome Arena.

The following CIPs will be completed this summer: Additional millings and paving on portions of the 52 acre parcel north of the Equidome Arena; replacing the worn skins on the tent facility; and installing WiFi access in the show offices.

Additional funding was approved to upgrade the lighting in the Equidome Arena. A contractor will be chosen later this year and the project will be complete prior to the beginning of next year's season.

The City has chosen a firm, Fucello Architects, to move forward with the design of the CIPs. The agreement with Fucello is going before the City Council July 9, 2007; once approved, the firm will begin the design process.

Mr. Worth restated the Users would be invited to participate in the design process. The first invitations should go out sometime in July 2007.

4. General Plan Amendment – Kroy Ekblaw

PROJECT NARRATIVE for Three WestWorld applications:

- I. Municipal Use Master Site Plan for approximately 190 acres of land in WestWorld owned by Scottsdale
- II. Rezone six acre parcel within WestWorld from single family (R1-35) to Western Theme Park District (W-P)
- III. Text Amendment for the Western Theme Park District (W-P)

Introduction

WestWorld is a premier, nationally recognized equestrian and special events facility that is managed and operated by the City of Scottsdale. WestWorld was initially established in 1982 as a public/private

venture. In 1997, the city of Scottsdale reacquired the management rights and assets to the facility which utilizes a Master Plan and Business Plan to guide its financial, operational and strategic focus.

The Master Plan for WestWorld was approved in 2003. One important step to implement the Master Plan has involved a city process throughout 2006 and early 2007, to elicit user input on priorities and refinements to the scope of projects anticipated by the 2003 plan. In response to this comprehensive input from user groups, the city of Scottsdale is proposing several land use refinements that will provide a more consistent and cohesive approach for future development and expansion of this facility. With the proposed site plan, rezoning and text amendment, the WestWorld facility will continue to function as a regional mixed-use facility that accommodates both large and small functions. One of the primary benefits of the proposed changes is the ability to more consistently designate areas of operations that reflect the 2003 Master Plan and recent input from user groups. The Master Plan identifies some areas in the northern sections of the city-owned parcels as appropriate for a mixture of natural open space, wash corridors and parking activity that could be utilized for regional uses that promote tourism through destination attractions, equestrian events and cultural uses. The southern portion of the city-owned properties are designated for a variety of uses including parking, RV accommodations, equestrian areas and other uses in support of special events as specifically identified in the 2003 WestWorld Master Plan.

I. Request to adopt a Municipal Use Master Site Plan for city-owned parcels within WestWorld, totaling approximately 190 acres.

The Municipal Use Master Site Plan locates existing and anticipated uses on the 190 acres of WestWorld property now owned by the city of Scottsdale. The plan for the 80 acres north of Bell road conceptually identifies three general uses of the site:

1. Natural Area Open Space
2. Natural Drainage Washes
3. Parking (with ability to use these areas for general WestWorld and city uses)

The washes will typically be maintained in their natural state, except as necessary to be modified for road/driveway crossings. The Natural Area Open Space will be located along the northern and eastern boundaries to provide buffers to the existing single family residences. The parking areas are not yet designed and all site plans, phasing, lighting and landscaping will require review and approval by the Development Review Board.

The southern 110 acres of the Municipal Use Master Site Plan is based on the uses/priorities established through the 2003 WestWorld Master Plan and recent user group input which includes:

- Additional barns (7) to facilitate multiple horse shows on the same weekend
- Additional 2,400 square foot permanent concession stand adjacent to the Equidome area
- Additional 200,000 square foot multi-purpose building to accommodate signature events, provide exhibit space for current and future horse shows, and attract consumer shows
- New arena restroom and arena area upgrades including bleachers and a new concession stand
- New show office and restrooms at the Equidome; new show office at Wendell and Arena 5
- Equidome lighting improvements
- Paving enhancements in various parking lot areas
- Planting of trees and provision of shade structures to provide shade throughout the WestWorld facility

The Municipal Use Master Site Plan will retain the current drainage channels and provide all required dedicated areas for Natural Area Open Space. Specific placement and design of the multi-use building, the support buildings, parking areas and any associated lighting will be determined via the Development Review process. The Development Review process will also be utilized to review/adopt any phasing and lighting plan.

The proposed Municipal Use Master Plan encourages the transition of land uses from more intense regional and citywide activity areas to less intense activity areas adjacent to the residential neighborhoods. In addition, it maintains and supports a balance of land uses that support a high quality of life within the community through our diverse mixture of housing, leisure opportunities and the economic base needed to secure resources to support the community.

- II. **Request to rezone 6-acre city-owned parcel within WestWorld from R1-35 to Western Theme Park** which is consistent with the current General Plan land use designation for this area, identified as Cultural/Institutional. This request also is consistent with the proposed amendment to include this area in the Regional Use Overlay Boundary.

The proposed rezoning would apply to a 6-acre WestWorld property that is currently zoned R1-35. The primary uses of this 6-acre portion of the site will remain as parking, RV facilities and equestrian and event support operations.

The uses identified within the Western Theme Park zoning district reflect the land use categories identified in the current Cultural/Institution land use category. The Western Theme Park rezoning request assures consistent zoning for this area on lands leased and owned by the City of Scottsdale. In addition, the Western Theme Park zoning designation will provide more certainty to neighbors about future land uses in the area. With this proposed rezoning and the Municipal Site Plan, the Scottsdale City Council and community at large will have a comprehensive and cohesive picture of the full range of options for city-owned property and how it relates to WestWorld and other regional uses. Taking these steps will provide a broader picture of future needs and provide a better basis for policy decisions.

- III. **Request adoption of a zoning ordinance text amendment to the Western Theme Park zoning district.** The Western Theme Park zoning designation was originally included in Scottsdale's Zoning ordinance to accommodate Rawhide, which was a major western theme park located just south of Pinnacle Peak Road on the east side of Scottsdale Road. The Western Theme Park District encompasses a broad variety of thematic recreational, entertainment and ancillary general commercial uses. In the past year, Rawhide has relocated to a site outside of Scottsdale and its former location has been rezoned to accommodate a new mixed-use project.

Specific areas of amendment include adjustment of previous requirements for 1880's-style architecture, assurance that allowable uses include existing or anticipated uses by the master plan and operations, and an allowance for adjustment to maximum building height for large buildings with single span roof structures unique to a facility specializing in special event oriented activities. With the relocation of Rawhide, WestWorld and the lands associated with it constitute the only remaining area where it is desirable/feasible to have the broad variety of thematic uses outlined in the Western Theme Park District. The district also encourages development that is compatible with the natural amenities of this area, including open spaces that provide buffering to adjacent residential areas and frontage that promotes a desirable image of the community. By refining the Western Theme Park designation, the city will create a consistent and comprehensive linkage between the General Plan, the underlying district and all city owned/managed parcels.

Infrastructure impacts of all three proposals.

The overall site plan and operational use of the entire WestWorld property will be unchanged by the applications for site plan approval, rezoning and ordinance text amendment. The water and wastewater needs for the property remain tied to the overall facility master plan expectations for the property and are not altered by the proposals.

Storm water management needs will continue to be met. Lands owned by the Bureau of Reclamation (and leased to the City) comprise a regional storm water facility and all on-site drainage improvements will be reviewed at the time of DRB and construction plan submittal.

Transportation requirements remain unchanged by the three proposals as no increase in allowable development or magnitude of usage are proposed. The facility will continue to stage major and minor events. Event organizers are all required to coordinate access, parking and management plans with staff from Transportation, Police, Fire, WestWorld and other departments as needed. Key access points are maintained and additional access points for the 80 acres north of Bell Road have been generally identified and are located per city access requirements. Specific design and construction plans will be developed in conjunction with all DRB applications and will be submitted for review and approval by the Transportation Department.

Discussion of existing facilities – The center hosted 135 events during its last season, ending in June, including the Barrett-Jackson Classic Car Auction, the Sun Country Circuit Quarter Horse Show and the All Arabian Horse Show.

Facilities include:

- The Equidome, which is capable of providing covered seating in excess of 6,000, along with a variety of arenas both covered and open for equestrian and other events;
- The Polo Field consists of 19 acres, split into two areas which can be utilized for polo matches, car shows, hot air balloon launches and dog shows;
- The Multi-Purpose Tent, which provides almost 120,000 sq. ft. of event space;
- Brett's Barn utilized for weddings, parties, meetings, exhibits, and barn dances;
- Monterra Catering which is available to host a variety of events and gatherings.

The public parking and RV Parking areas can be utilized for equestrian events and temporary boarding, tented events/activities, including consumer shows and car shows.

Recent Master Plan improvements have included:

- Covers on Arenas 3 and 5A, allowing these arenas to be usable year-round.
- Installation of a new drainage system and footing at the Wendell Arena.
- Paving of the main road between 94th Street and McDowell Mountain Road.
- Installation of a paved parking area west of the Equidome.
- Installation of new asphalt strips on the Polo Field East to make it easier to accommodate the many special events held in this area. The irrigation to the Polo Field has also been improved and altered to conform to the asphalt strips and make it easier to irrigate the grass.
- Realignment of RV lots and installation of new pedestals for guests. The new alignment improves the layout of temporary barns utilized during large horse shows.

Public Comments

Scottsdale citizen, Susan Wheeler asked if the present zoning of hotel and dude ranch would remain. Mr. Ekblaw stated the 10 acres along Bell Road, still owned by the State, would remain the same zoning.

Scottsdale citizen, Dawn Brokaw asked if the Bureau of Reclamation (BOR) was involved in this process and did the City need to change the terms of their contract with the BOR? Mr. Ekblaw stated the City only needed to ask permission to do this; they did not need to amend the contract with the BOR.

A question was asked if WiFi would be brought to WestWorld this summer. Mr. Klingler confirmed WiFi is one of the projects scheduled to be completed Summer 2007.

A question was asked if the PA system would be upgraded this summer. Mr. Klingler confirmed the upgrades were planned for summer 2007.

Susan Wheeler wanted the Subcommittee to know that during this year's Arabian Horse Show, there were a great deal of comments about how much people loved Scottsdale and would like to live here. She said WestWorld is a very good advertisement for the City.

Council Chair Drake asked if tree planting was a part of the upcoming design process. Mr. Worth confirmed it was. Brent Bailey, WestWorld Operations Manager said WestWorld had already planted more than thirty (30) trees around the facility (specifically surrounding the condominium complex at 94th Street and Bell Road to shelter them from the event traffic) that had been salvaged from other construction projects.

Susan Wheeler asked the Subcommittee if the boarding facility, that was part of the original Master Plan, was still part of the updated Master Plan. Council Chair Drake stated the boarding facility, although much needed in the Scottsdale area, would take more attention and study during the upcoming year.

ADJOURN PUBLIC MEETING

With no further business to discuss, the Public Meeting was adjourned at 9:40 a.m.

SUBMITTED BY:

Gloria Storms Ruiz

Gloria Storms Ruiz

REVIEWED BY:



Council Member Drake
Chair

Officially approved by the WestWorld Subcommittee on

10/25/2007